

Form 604
Corporations Act 2001
Section 671B

Notice of change of interests of substantial holder

To: Company Name/Scheme Helloworld Limited (HLO)

ACN/ARSN ABN 60 091 214 998

1. Details of substantial holder (1)

Name UBS AG and its controlled entities (including UBS Australia Holdings Pty Limited ABN 75 003 059 498 (UBSAHL))

ACN/ARSN (if applicable) _____

There was a change in the interests of the substantial holder on 30/ 09/ 2014

The previous notice was given to the company on 6/ 11/ 2012

The previous notice was dated 6/ 11/ 2012

2. Previous and present voting power

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in when last required, and when now required, to give a substantial holding notice to the company or scheme, are as follows:

Class of securities (4)	Previous notice		Present notice	
	Person's votes	Voting power (5)	Person's votes	Voting power (5)
See Annexure A				

3. Changes in relevant interests

Particulars of each change in, or change in the nature of, a relevant interest of the substantial holder or an associate in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

Date of change	Person whose relevant interest changed	Nature of change (6)	Consideration given in relation to change (7)	Class and number of securities affected	Person's votes affected
See Annexure B					

4. Present relevant interests

Particulars of each relevant interest of the substantial holder in voting securities after the change are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Nature of relevant interest (6)	Class and number of securities	Person's votes
See Annexure C					

6. Changes in association

The persons who have become associates (2) of, ceased to be associates of, or have changed the nature of their association (9) with, the substantial holder in relation to voting interests in the company or scheme are as follows:

Name and ACN/ARSN (if applicable)	Nature of association
See Annexure D	

7. Addresses

The addresses of persons named in this form are as follows:

Name	Address
Details of UBS offices can be found through the following link: http://apps.ubs.com/locationfinder	

Signature

print name

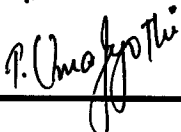
Uma Tadela

Kyu-Ri Kim

capacity

Authorised Signatory

sign here




date

2 / 10 / 2014

DIRECTIONS

- (1) If there are a number of substantial holders with similar or related relevant interests (eg. a corporation and its related corporations, or the manager and trustee of an equity trust), the names could be included in an annexure to the form. If the relevant interests of a group of persons are essentially similar, they may be referred to throughout the form as a specifically named group if the membership of each group, with the names and addresses of members is clearly set out in paragraph 6 of the form.
- (2) See the definition of "associate" in section 9 of the Corporations Act 2001.
- (3) See the definition of "relevant interest" in sections 608 and 671B(7) of the Corporations Act 2001.
- (4) The voting shares of a company constitute one class unless divided into separate classes.
- (5) The person's votes divided by the total votes in the body corporate or scheme multiplied by 100.
- (6) Include details of:
 - (a) any relevant agreement or other circumstances because of which the change in relevant interest occurred. If subsection 671B(4) applies, a copy of any document setting out the terms of any relevant agreement, and a statement by the person giving full and accurate details of any contract, scheme or arrangement, must accompany this form, together with a written statement certifying this contract, scheme or arrangement; and
 - (b) any qualification of the power of a person to exercise, control the exercise of, or influence the exercise of, the voting powers or disposal of the securities to which the relevant interest relates (indicating clearly the particular securities to which the qualification applies).

See the definition of "relevant agreement" in section 9 of the Corporations Act 2001.
- (7) Details of the consideration must include any and all benefits, money and other, that any person from whom a relevant interest was acquired has, or may, become entitled to receive in relation to that acquisition. Details must be included even if the benefit is conditional on the happening or not of a contingency. Details must be included of any benefit paid on behalf of the substantial holder or its associate in relation to the acquisitions, even if they are not paid directly to the person from whom the relevant interest was acquired.
- (8) If the substantial holder is unable to determine the identity of the person (eg. if the relevant interest arises because of an option) write "unknown".
- (9) Give details, if appropriate, of the present association and any change in that association since the last substantial holding notice.

Annexure A

This is Annexure A of 1 page referred to in form 604 notice of change of interests of substantial holder lodged by UBS AG and its controlled entities including UBS Australia Holdings Pty Limited ABN 75 003 059 498 (UBSAHL)

Holder	Class of securities	Previous notice		Present notice	
		Person's votes	Voting power	Person's votes	Voting power
UBS AG and its controlled entities other than UBSAHL	Fully paid ordinary shares in HLO (HLO Shares)	196,889,452	44.8%	78,812,777	17.89% ¹
UBSAHL	HLO Shares	196,889,452	44.8%	78,812,777	17.89% ¹

¹ This is based on the number of HLO Shares on issue being 440,454,469 (calculated based on ASX disclosures of HLO as at the date of this notice).

Signature

print name Uma Tadela Kyu-Ri Kim capacity Authorised Signatory

sign here   date 2 / 10 / 2014



Note: The annexure must be signed by the same person(s) who signed the form.

Annexure B

This is Annexure B of 1 page referred to in form 604 notice of change of interests of substantial holder lodged by UBS AG and its controlled entities including UBS Australia Holdings Pty Limited ABN 75 003 059 498 (UBSAHL)

Date of change	Person whose relevant interest changed	Nature of change	Consideration given in relation to change	Class and number of securities affected	Person's votes affected
30/09/2014	UBS AG and its controlled entities (including UBSAHL)	UBSAHL is no longer associated with Europe Voyager NV (EV) because the Co-ordination Deed annexed to the Form 603 filed by UBS AG on 1/10/2010 was terminated on 30/09/2014. Accordingly, UBSAHL no longer has a relevant interest in the HLO Shares that EV and its related entities (the EV Controlling Entities) have a relevant interest.	Nil	The number of shares that EV Controlling Entities have a relevant interest (which, based on the Form 604 filed by the EV Controlling Entities on 6/11/2012 118,076,675 HLO Shares)	Votes that the EV Controlling Entities have (which, based on the Form 604 filed by the EV Controlling Entities on 6/11/2012, 26.91%)

Signature

print name	<u>Uma Tadela</u>	<u>Kyu-Ri Kim</u>	capacity	<u>Authorised Signatory</u>
sign here			date	<u>2 / 10 / 2014</u>

Note: The annexure must be signed by the same person(s) who signed the form.

Annexure C

This is Annexure C of 1 page referred to in form 604 notice of change of interests of substantial holder lodged by UBS AG and its controlled entities including UBS Australia Holdings Pty Limited ABN 75 003 059 498 (UBSAHL)

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder	Nature of relevant interest	Class and number of securities	Person's votes
UBS AG and its controlled entities	UBSAHL	UBSAHL	UBSAHL is the registered holder of 78,812,777 HLO Shares	78,812,777 HLO Shares	17.89% ¹

¹ This is based on the number of HLO Shares on issue being 440,454,469 (calculated based on ASX disclosures of HLO as at the date of this notice).

Signature

print name Uma Tadela Kyu-Ri Kim capacity Authorised Signatory

sign here   date 2 / 10 / 2014

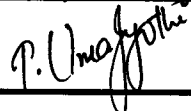

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Annexure D

This is Annexure D of 1 page referred to in form 604 notice of change of interests of substantial holder lodged by UBS AG and its controlled entities including UBS Australia Holdings Pty Limited ABN 75 003 059 498 (UBSAHL)

Name and ACN/ARSN (if applicable)	Nature of association
Europe Voyager NV and Global Voyager Holdings Pty Limited (ACN 128 878 553)	UBSAHL ceased to be associates of Europe Voyager NV and Global Voyager Holdings Pty Limited because the Co-ordination Deed annexed to the Form 603 filed by UBS AG on 1/10/2010 was terminated on 30/09/2014.

Signature

print name	Uma Tadele	Kyu-Ri Kim	capacity	Authorised Signatory
sign here			date	2 / 10 / 2014

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